

Message Text

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14

ACTION IO-13

INFO OCT-01 L-03 ISO-00 CIAE-00 DODE-00 PM-04 H-02 INR-07

NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 NSCE-00

SSO-00 USIE-00 INRE-00 CU-02 OIC-02 EB-07 ABF-01

OMB-01 TRSE-00 OES-06 BIB-01 DHA-02 OTPE-00 FCC-01

AF-08 ARA-06 EA-07 EUR-12 NEA-10 /120 W

----- 069769

O P 220805Z NOV 76

FM AMEMBASSY NAIROBI

TO SECSTATE WASHDC IMMEDIATE 4199

INFO AMEMBASSY PARIS PRIORITY

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NESCO

E.O. 11652: N/A

TAGS: OCON, PORG, UNESCO

SUBJECT: MASS MEDIA

REF: (A) STATE 285811, (B) STATE 285825

1. FOLLOWING TEXT OF REVISED RESOLUTION PREPARED BY
SECRETARIAT. SOME OF CONCERNS POSED REFTEL SEEM TO BE MET,
ALTHOUGH NOT ALL. REQUEST IMMEDIATE ANALYSIS.

2. TEXT IS AS FOLLOWS:

QUOTE

CONSCIOUS THAT

A FREE FLOW OF INFORMATION IS THE VEHICLE OF HUMAN PROGRESS,
NATIONAL DEVELOPMENT AND INTERNATIONAL UNDERSTANDING AND PEACE,
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AN OPEN EXCHANGE OF IDEAS AND KNOWLEDGE IS BOTH A MEANS OF
FOSTERING HUMAN INTERACTION AND PREVENTING THE ABUSE OF POWER
BASED ON THE CONTROL OF INFORMATION,

NEW AND DEVELOPING NATIONS ARE DEPRIVED BY THEIR LACK OF
TECHNOLOGIES, INFRASTRUCTURES AND HUMAN AND FINANCIAL RESOURCES
OF THEIR FULL RIGHT TO PARTICIPATE IN THE EXCHANGE OF
INFORMATION AND IDEAS,

BY THE ADVANCEMENT OF TECHNOLOGIES AND THEIR APPLICATION BY THE
INDUSTRIALIZED COUNTRIES THE DEPENDENCIES OF DEVELOPING
COUNTRIES IN THE FIELD OF INFORMATION AND COMMUNICATION
RISKS BEING PERPETUATED,

THE IMBALANCE IN THE MECHANISMS OF THE FLOW OF IDEAS AND
KNOWLEDGE IS LIKELY TO DISTORT SERIOUSLY THE PERCEPTIONS OF WORLD
PROBLEMS AND OF THE ASPIRATIONS OF DEVELOPING COUNTRIES
AND TO ALIENATE INSTEAD OF RECONCILING VALUES AND CULTURES,

CONVINCED THAT:

THE FULL EXERCISE OF FREEDOM OF INFORMATION REQUIRES CONDITIONS
BY WHICH THE RECEIVERS CAN EXERCISE THEIR CORRESPONDING RIGHTS
TO CHOOSE AND IMPART INFORMATION,

IT IS THE DUTY OF THE INTERNATIONAL COMMUNITY AND ITS
INSTITUTIONS TO PROVIDE FOR THE THE GREATEST POSSIBLE EQUALITY
IN THE ACCESS TO AND PARTICIPATION IN THE USE AND SPREADING
OF INFORMATION, IDEAS AND KNOWLEDGE, AND TO RECTIFY PRESENT
INEQUALITIES IN PARTICULAR:

- 1) BY URGING ALL NATIONS AND INSTITUTIONS ACTIVE IN
INTERNATIONAL FLOW OF INFORMATION TO ABSTAIN FROM ETHNIC,
IDEOLOGIC AND OTHER FORMS OF ANTAGONISTIC PROPAGANDA BY
PRINT OR AUDIO-VISUAL MEDIA,
- 2) BY FORMULATING POLICIES IN THE FIELD OF INFORMATION AND
COMMUNICATION PROVIDING FOR PREFERENTIAL TREATMENT OF DEVELOPING
NATIONS WHICH HAVE NOT BEEN ABLE TO GIVE INFORMATION ACTIVITIES
AND INFRASTRUCTURES THE NECESSARY PRIORITY AND WHICH ARE NOT
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ABLE BY THEIR OWN MEANS TO SELECT AND PROCESS THE
INFORMATION RELEVANT TO THEIR NEEDS,

- 3) BY ESTABLISHING FUNDS AND MECHANISMS FOR SURVEYS, PLANNING
AND DEVELOPMENT WITH THE AIM OF IDENTIFYING BASIC NEEDS,
REQUIREMENTS AND PRIORITIES FOR THE CREATION OF A RELEVANT AND
ADEQUATE FLOW OF INFORMATION WITHIN AND ACROSS THE FRONTIERS
OF EACH NATION AND OF ENABLING EXISTING AND NEW

INSTITUTIONS AND SYSTEMS OF COMMUNICATION TO ACHIEVE THE PROFESSIONAL STANDARD REQUIRED FOR THEIR FULL PARTICIPATION IN NATIONAL DEVELOPMENT AND INTERNATIONAL EXCHANGES,

NOTING THE LEAD TAKEN BY DEVELOPING COUNTRIES IN FORMULATING DURING THE 18TH SESSION OF THE GENERAL CONFERENCE BY UNESCO THE NEED FOR A FREE AND BALANCED FLOW OF INFORMATION IN ORDER TO ACHIEVE JUSTICE AND EQUALITY IN THIS FIELD OF HUMAN PROGRESS, FOR THE HIGHEST ETHICS TO GOVERN THE USE OF MASS MEDIA IN INTERNATIONAL EXCHANGES AS WELL IN THEIR CONTRIBUTIONS TO NATIONAL, CULTURAL, SOCIAL AND ECONOMIC DEVELOPMENT AND FOR MEDIA INSTITUTIONS AND PROFESSIONS TO BE ASSURED WITHIN THEIR RESPECTIVE SOCIETIES AS WELL AS AT THE INTERNATIONAL LEVEL CONDITIONS ALLOWING FOR THE GREATEST POSSIBLE FREE FLOW OF INFORMATION;

NOTING ALSO THE EMPHASIS GIVEN BY THE 18TH SESSION OF THE GENERAL CONFERENCE OF UNESCO TO THE ROLE OF INFORMATION AND COMMUNICATION IN THE NEW INTERNATIONAL ECONOMIC ORDER, NOTABLY THE REFERENCES IN RESOLUTION 12.1 OF THE 18TH GENERAL CONFERENCE TO THE NEED FOR A FREE AND BALANCED FLOW OF INFORMATION AND DEMOCRATIC USE OF THE COMMUNICATION MEDIA AND OF AID TO THE DEVELOPING COUNTRIES FOR THE ESTABLISHMENT OF NATIONAL COMMUNICATION INFRASTRUCTURES,

RECALLING THE RESOLUTION 1778 (XVII) OF THE GENERAL ASSEMBLY (7 DEC. 1962) BY WHICH UNESCO WAS ASKED TO CONTINUE FURTHER THE PROGRAMME FOR THE DEVELOPMENT OF INFORMATION MEDIA INCLUDING THE APPLICATION OF NEW TECHNIQUES OF COMMUNICATION FOR ACHIEVEMENT OF RAPID PROGRESS IN EDUCATION, TO KEEP UP TO DATE AS FAR AS POSSIBLE ITS SURVEY ON THE SUBJECT AND TO REPORT AS APPROPRIATE TO THE COMMISSION ON HUMAN RIGHTS AND TO THE ECONOMIC AND SOCIAL COUNCIL.

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FURTHER RECALLING ITS RESOLUTION 3148 (XXVIII) OF 14 DECEMBER 1973 AND CONVINCED THAT THE IMPROVEMENT OF MASS COMMUNICATION SYSTEMS WILL GREATLY HELP PRESERVE AND ENHANCE THE CULTURAL VALUES OF A COUNTRY AND WILL BE ONE OF THE MOST EFFICIENT METHODS FOR TRANSMITTING SCIENTIFIC AND TECHNOLOGICAL KNOWLEDGE AND THE CULTURAL VALUES OF A COUNTRY,

NOTING THE REQUEST SUBMITTED BY THE REPRESENTATIVES OF INDONESIA, MALAYSIA, THE PHILIPPINES, SINGAPORE AND THAILAND TO THE 31ST SESSION OF THE GENERAL ASSEMBLY OF THE UNITED NATIONS, FOR THE INCLUSION OF A SUPPLEMENTARY ITEM IN THE AGENDA DEALING WITH COOPERATION AND ASSISTANCE IN THE APPLICATION AND IMPROVEMENT OF MASS COMMUNICATIONS FOR SOCIAL PROGRESS AND DEVELOPMENT.

DECON 11/22/77.
MARSHALL

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ACTION IO-13

INFO OCT-01 ISO-00 CIAE-00 CU-02 INR-07 NSAE-00 DODE-00

PM-04 H-02 L-03 NSC-05 PA-01 PRS-01 SP-02 SS-15

NSCE-00 SSO-00 USIE-00 INRE-00 OIC-02 EB-07 ABF-01

OMB-01 TRSE-00 OES-06 BIB-01 DHA-02 OTPE-00 FCC-01

AF-08 ARA-06 EA-07 EUR-12 NEA-10 /120 W
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O P 220805Z NOV 76
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NESCO

ALERTED ANEW BY THE FIFTH CONFERENCE OF HEADS OF STATE OF GOVERNMENTS OF NON-ALIGNED COUNTRIES AT COLOMBO IN AUGUST 1966 OF THE NECESSITY FOR DEVELOPING COUNTRIES OF IMPROVING DRASTICALLY THEIR OWN MEDIA TECHNOLOGIES, FORMS AND INSTITUTIONS, AS WELL AS SUBSTITUTING THE INFORMATION STRUCTURES OF THE COLONIAL PAST BY NEW INFRASTRUCTURES AND INSTITUTIONS MORE SUITED TO MEET THEIR PRESENT AND FUTURE NEEDS,

NOTING THE RECOMMENDATIONS BY THE MEMBER STATES OF LATIN AMERICA AND THE CARIBBEAN AT THE INTERGOVERNMENTAL CONFERENCE ON COMMUNICATION POLICIES IN COSTA RICA IN JULY 1976 FOR THE FORMULATION OF NATIONAL AND REGIONAL POLICIES,

BEARING IN MIND ARTICLE 1,2 (A) OF THE CONSTITUTION OF UNESCO, WHICH STATES THAT THE ORGANIZATION WILL : "COLLABORATE FOR THE

WORK OF ADVANCING THE MUTUAL KNOWLEDGE AND UNDERSTANDING OF
PEOPLES, THROUGH ALL MEANS OF MASS COMMUNICATION AND TO THAT END
RECOMMEND SUCH INTERNATIONAL AGREEMENTS AS MAY BE NECESSARY TO
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PROMOTE THE FREE FLOW OF IDEAS BY WORD AND IMAGE",

THE GENERAL CONFERENCE

AUTHORIZES THE DIRECTOR GENERAL

1) TO UNDERTAKE DURING THE COMING BIENNIUM AN ANALYSIS OF THE ROLE
OF COMMUNICATION IN MODERN SOCIETIES, AT THE LOCAL, NATIONAL
AND INTERNATIONAL LEVEL, BY ENLISTING A GROUP OF EMINENT INDI-
VIDUALS AND INSTITUTIONS IN A WORLD SURVEY WITH THE PURPOSE
OF INDICATING OUTLINES AND ALTERNATIVE OPTIONS FOR NEW INFOR-
MATION AND COMMUNICATION POLICIES TO BE FORMULATED FOR INTER-
NATIONAL ACTION FOR DEVELOPMENT THROUGH THE NEXT DECADE,

2) TO UNDERTAKE STUDIES AND CONSULTATIONS WITH MEMBER STATES AND
GOVERNMENTAL AND NON-GOVERNMENTAL INSTITUTIONS CONCERNING PRO-
POSALS FOR NORMATIVE ACTIONS AIMED AT INSPIRING MEDIA PROFESSIONS
AND INSTITUTIONS TO BE GUIDED BY THE GOALS OF UNESCO IN
IMPROVING MUTUAL UNDERSTANDING AND FIGHTING AGAINST INJUSTICES AND
DISCRIMINATION, TO PROMOTE AMONG MEDIA PROFESSIONS THE
PRINCIPLES OF ETHICS CORRESPONDING TO THE ROLE AND POWER OF
COMMUNICATION MEDIA IN MODERN SOCIETIES TAKING INTO
ACCOUNT THE CONCEPTS OF PLURALITY OF NEWS-VALUES AND CULTURES.

3) TO REINFORCE BY EXTRABUDGETARY FUNDS THE ACTIVITIES IN THE
FIELDS OF INFORMATION AND COMMUNICATION AS APPROVED BY THE 18TH
GENERAL CONFERENCE WITH SPECIFIC REFERENCE TO THE IMMEDIATE NEEDS
OF THE DEVELOPING COUNTRIES AND APPEAL
TO MEMBER STATES TO CONTRIBUTE TO SUCH A FUND FOR URGENT
ACTIONS,

AND

4) APPEAL TO THE UNITED NATIONS GENERAL ASSEMBLY TO DEFER BY
TWO YEARS DECISION ON THE REQUEST SUBMITTED BY THE REPRESENTATIVES
OF INDONESIA, MALAYSIA, THE PHILIPPINES, SINGAPORE AND THAILAND
TO THE 31ST SESSION FOR THE INCLUSION OF A SUPPLEMENTARY ITEM IN
THE AGENDA DEALING WITH COOPERATION AND ASSISTANCE IN THE
APPLICATION AND IMPROVEMENT OF MASS COMMUNICATION FOR SOCIAL
PROGRESS AND DEVELOPMENT AND ATTEND THE CONCLUSIONS OF THE
INITIATIVES TAKEN BY UNESCO IN THIS SAME AREA. UNQUOTE.

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3. RESPONSE QUESTIONS POSED REFTEL A, PROPOSED DR
WOULD BE CONF. FINAL ACTION ON MASS MEDIA.
AS TO QUESTION REFTEL B TUNISIAN DRAFT WOULD STAND
AND NOT BE SUPPLEMENTED BY ABOVE TEXT.

4. WORKING GROUP OF DNG MEETS TODAY 4:30 P.M.
CURRENTLY ARRANGING MEETINGS REINHARDT, JONES,
DG AND BOSSIER-PALUN TO DISCUSS SITUATION. WILL
REPORT FURTHER AFTER DNG MEETING.

DECONTROL 11/22/77
MARSHALL

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Message Attributes

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Disposition Approved on Date:
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Disposition Case Number: n/a
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Margaret P. Grafeld
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